

Brazil in the world

***innovative,
competitive and
sustainable***

**INVEST
IN BRASIL**

ApexBrasil
BRAZILIAN TRADE AND INVESTMENT
PROMOTION AGENCY



Ministry of
Development, Industry
and Foreign Trade

BRAZILIAN GOVERNMENT
BRASIL

Summary

- ***Economic Overview***
- ***Apex-Brasil's Mission***
- ***Investment Attraction***
- ***Sectorial Investment Opportunities***
- ***Investment Guide***

The background of the slide is a blue geometric pattern consisting of many small, irregular triangles of varying shades of blue. A solid yellow horizontal band runs across the middle of the slide, serving as a background for the title text.

Economic Highlights

Brazil ranks among the world top

***4rd in clean and
renewable energy***

4rd main market for biodiesel

3rd main aircraft manufacturer

3rd largest market for computers

5th largest market for cell phones, automobiles and tv sets

5th largest market for medical equipment

10th largest industrial producer

13th largest producer of scientific articles

***home to the world's
15th largest oil
reserves***

Sustainable economic growth and social and environmental sustainability

The Brazilian middle class reached 105,5 million in 2011, representing **55% of the population**.

Middle class is expected to **continue expanding** in the following years.

The average wage for the C class is **R\$ 1,019.00**

Source: Secretariat of Strategic Affairs

GROWTH OF THE POPULATION'S PURCHASE POWER

Class incomes (millions of inhabitants and share of population)



Source: Ministry of Finance

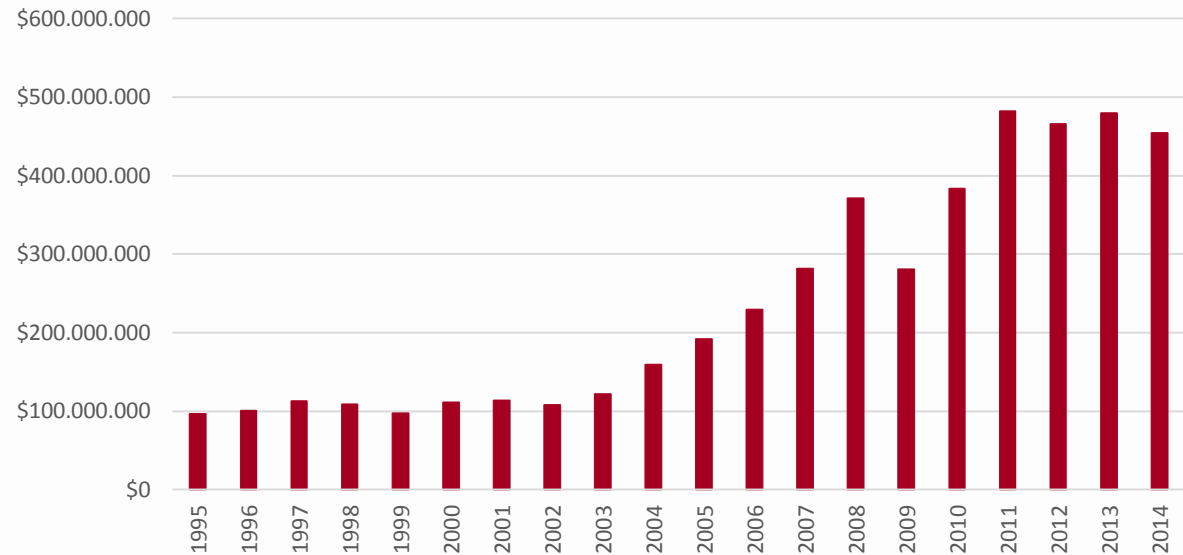
Foreign trade: opening up markets and multilateralism

Strategy of **geographical export diversification** including Asia, Mercosul, Africa and the Middle East, besides traditional markets such as the US and Europe.

The Brazilian trade flow has **increased 332.5 %** in the past decade.

In 2014, the trade flow among Brazil and its partners reached **US\$ 454 billions**.

BRAZIL HAS BEEN ABLE TO EXPAND ITS FOREIGN TRADE OVER THE LAST DECADE



***Source:** Ministry of Development,
Industry and Foreign Trade.*

Pro-innovation Policies

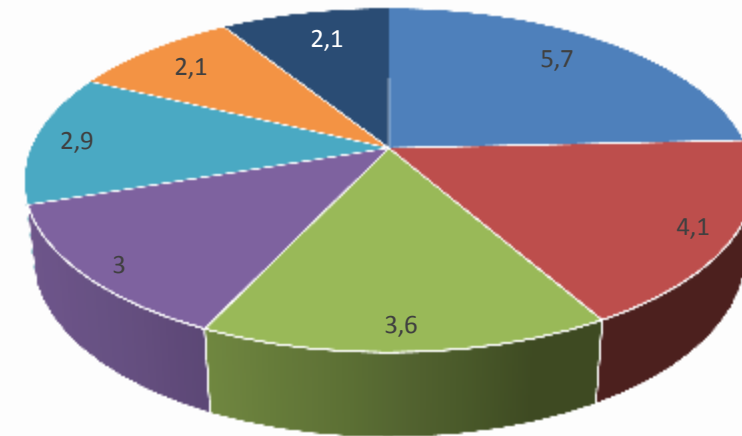
Since 1999, many policies were directed by the government to improve **productivity in many sectors, by means of innovation**

One of the main investments in innovation is the INOVA Enterprise that invested **R\$ 32,9 billion in 2013**

The most recent examples are the **INOVA Financing Programs by FINEP**, that aim at providing:

- ✓ Cooperation among companies and technology institutes;
- ✓ Encourage the submission of business plans which involve pioneering research and development strategies;
- ✓ Engineering and technology sharing activities;

Investment in Innovation by Sector



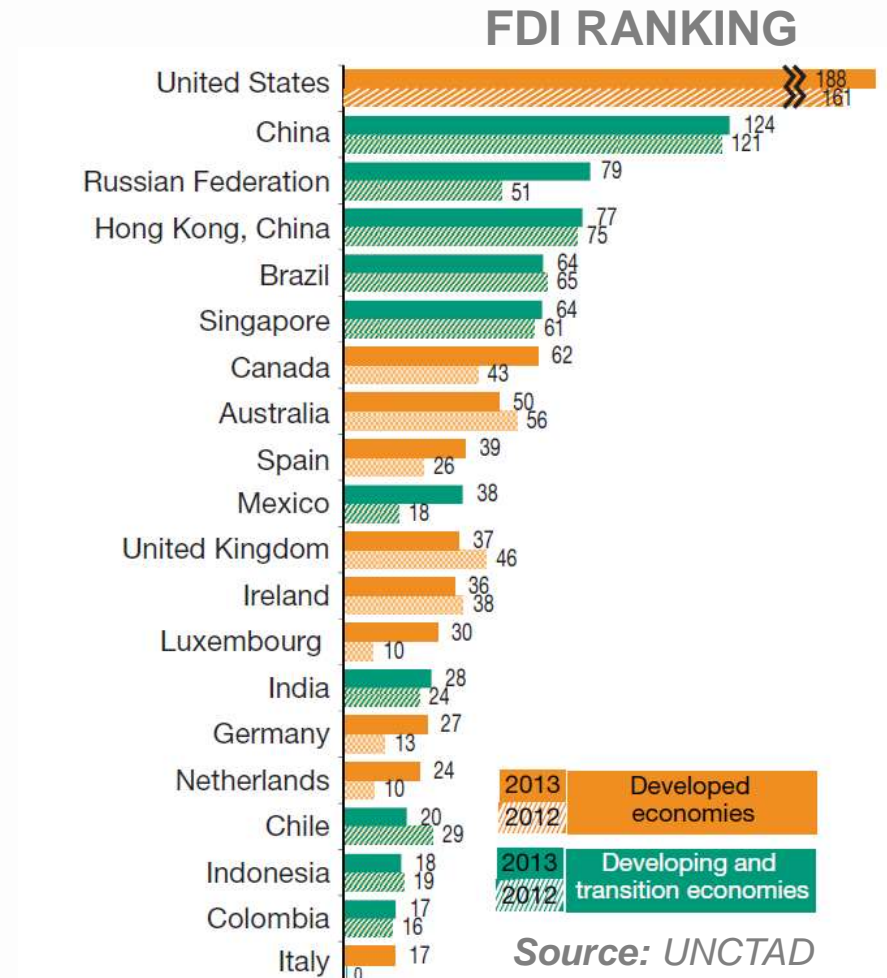
- Energy
- Oil and Gas
- Health Complex
- Agriculture and Livestock Chain
- Aerospace Defense
- Information and Communication Technology
- Infrastructure for Innovation

Source: CNI

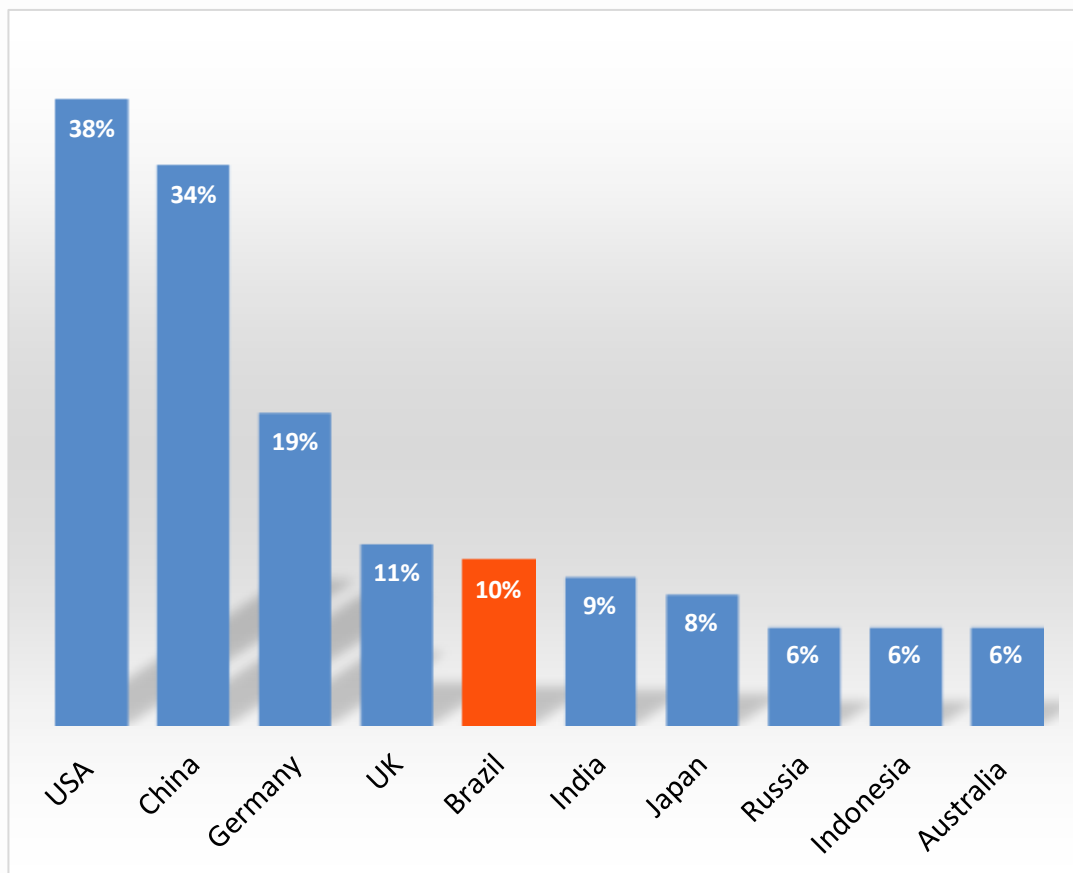
Democratic Stability and Institutional Security for Investors

Brazil has become one of the main destination **of FDI in the last decade**, attracting investments for several sectors of its economy

In 2013, Brazil received **US\$ 64 billion** in FDI, the 5th largest recipient of FDI according to UNCTAD



Expected Growth in Business



Brazil is the **fifth** most often mentioned country as the one that the CEOs consider **most important for their business** (research made with more than **1,300 CEOs**).

***Source:** PricewaterhouseCoopers (PwC) - 2015*



Apex-Brasil: The best of Brazil to the world

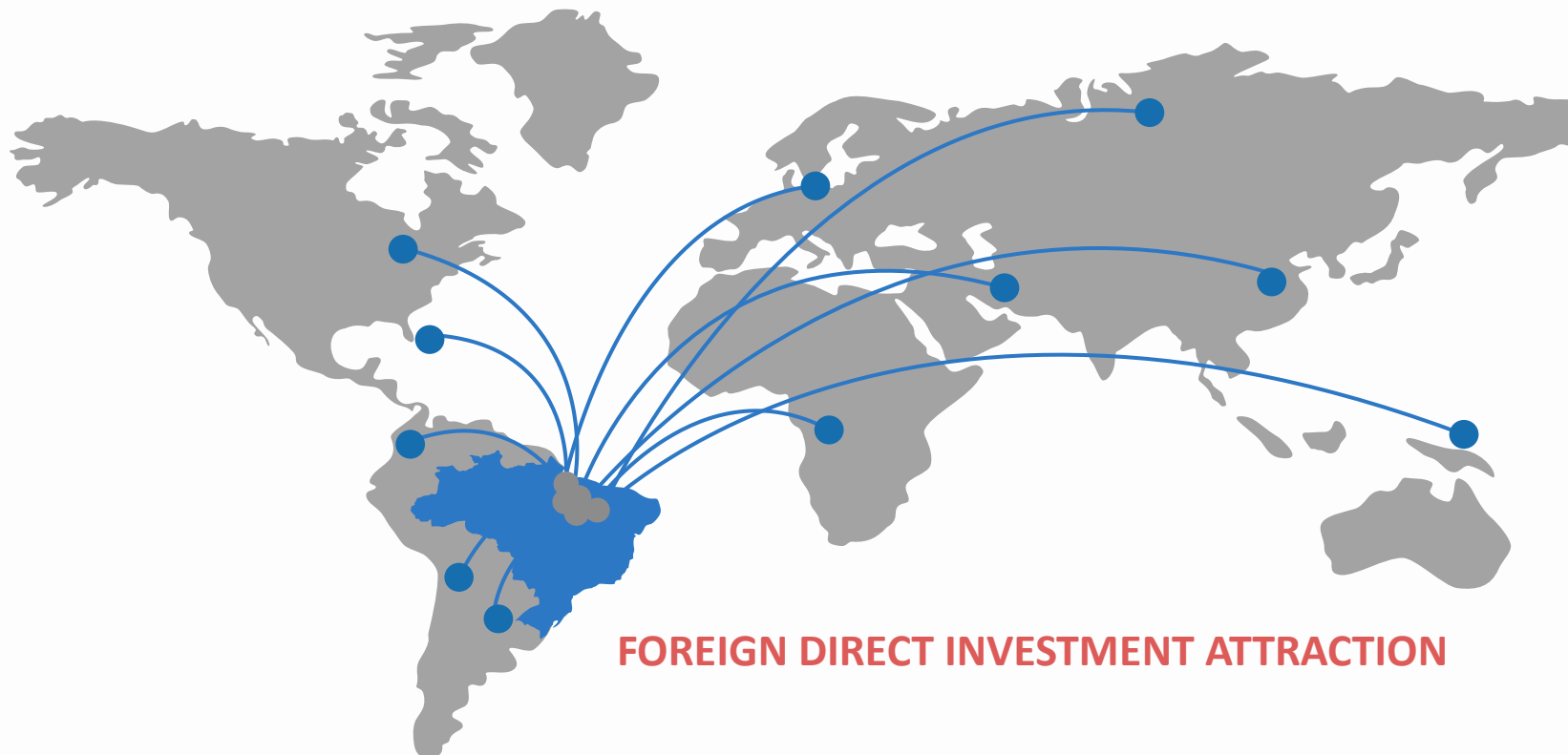
Apex-Brasil:

The best of Brazil to the world

Export Promotion of **Brazilian** products and services

Support on the **internationalization** of **Brazilian** companies

Promotion of **Brasil** brand abroad



9 Business Offices in the World

HAVANA



SAN
FRANCISCO



MIAMI



LUANDA



BRUSSELS



BOGOTA



BEIJING



MOSCOW



DUBAI

The background of the slide is a solid blue color with a repeating geometric pattern of small, interlocking triangles in various shades of blue, creating a textured, crystalline effect.

Investment Attraction

Investment Promotion Strategy

INVESTMENT PROMOTION AND FACILITATION (FDI)

- Greenfield Investments
- R&D Centers and Projects
- Partnerships and JVs
- Reinvestments

Priority Sectors:

Automotive
Renewable Energies
Oil and Gas
Research and Development
Any other sector reactively

IMAGE BUILDING

INTELLIGENCE

VENTURE CAPITAL ATTRACTION

- Foreign Investment to Brazilian Funds (LPs to GPs)
- Attracting FDI to Brazilian Companies and Startups
- Co-investment between local and foreign funds (GPs)
- Corporate venture





Promotion of Productive FDI focused on Priority Sectors

Priority sectors in line with the **National Development Policy**

Focus on the development of **Brazil** and its states

Technology intensive sectors

Employment generation

Improvement and expansion of **Brazilian exports**

WORK DONE WITH PARTNERS!

Our Services for Foreign Companies

Information about Brazil

- Business environment
- Economic data and projections
- Costs
- General information on rules and regulations
- Information about regulatory agencies

Sector and market information

- Investment opportunities
- Attractiveness of different industry sectors
- Market size and characteristics
- Overview of supply chains
- Identification of competitors, potential partners and suppliers

Support on site location for the investment project

- Guidance on the best potential regions
- Arrangement of meetings in states and cities across the country
- Networking with public and private institutions at all levels

**All Apex-Brasil's services are
free of charge!!**

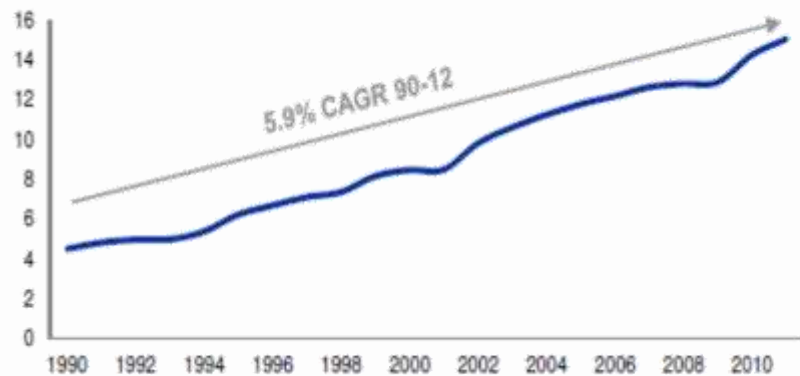
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Oil & Gas Investment Opportunities

Oil & Gas

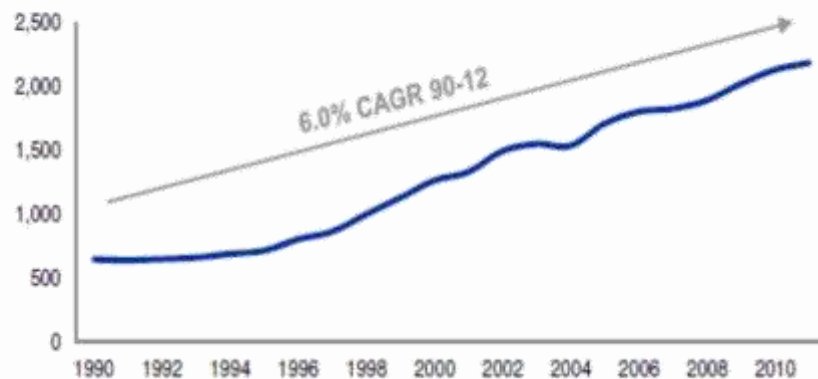
- 12% of Brazilian GDP;
- Increasing **reduction on Petrobras dependence** as other players grow fastly.
- Brazil position on the proven global reserves ranking shall move **from the current 15th to the 11th**.

Reserves Evolution (billion boe)



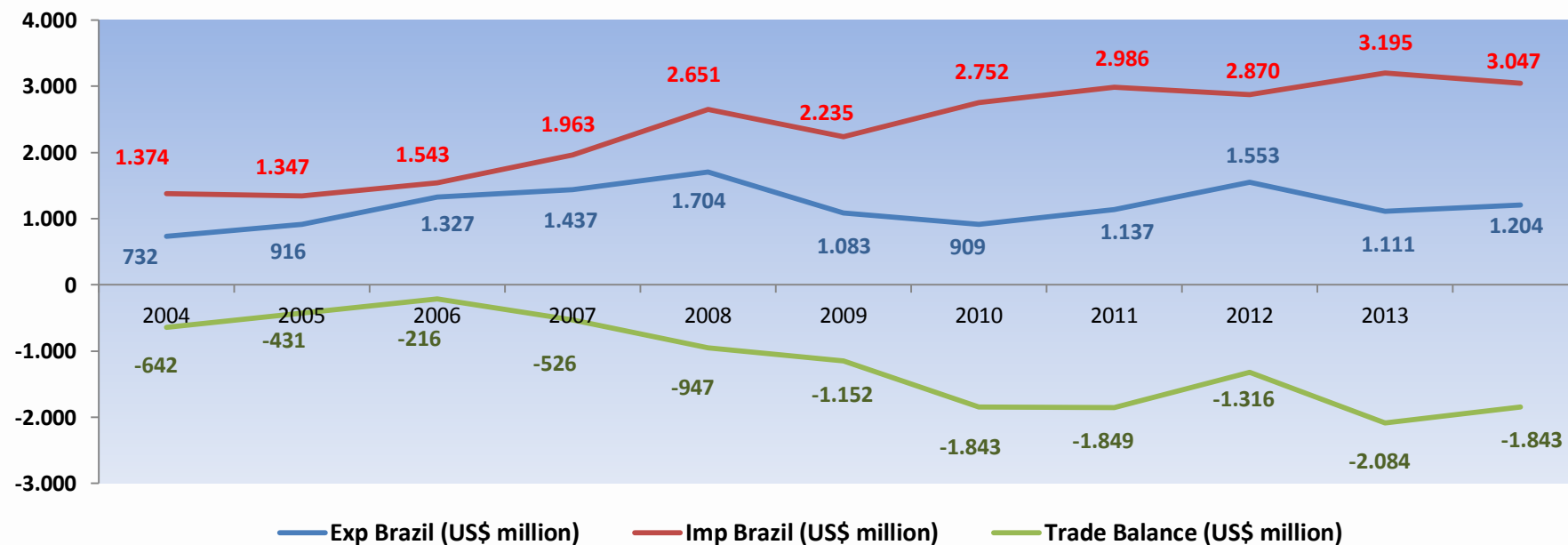
Source: BP Statistical Review, ANP and Itau BBA

Production Evolution (kbpd)



Oil & Gas

BRAZIL X USA OIL & GAS TRADE BALANCE 2004 - 2014



Source: COMTRADE. Made by: Apex-Brasil



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Gaining greater access to Brazil's deep water oil reserves was one of the key motivations behind Shell's \$70 billion acquisition of [BG](#) on Wednesday.

"We have to look at Brazil for the potential that exists there. At the moment, this is probably the most exciting area in the world for the oil industry," Shell CEO [Ben van Beurden](#) said during a conference call with analysts today. "We are already in Brazil and we are happy there, but we want more. A significant part of this deal was gaining a stronger presence in Brazil's deep water," he said.

US\$ 69.6 billion

Investment Guide to Brazil

- Annually updated
- Displays information on investment opportunities and how to invest in Brazil
- Available at our website (www.apexbrasil.com.br)



Investment Guide to Brazil



ment plan. Goiânia is the second-largest city in the Midwest. A planned city like Brasília, Goiânia and its surrounding hinterland is an area traditionally dominated by agribusiness, but recent industrial projects are opening up the region to new activities, including automotive manufacturing.

THE SOUTHEAST

STATES: ESPIRITO SANTO, MINAS GERAIS, RIO DE JANEIRO, SÃO PAULO

The Southeast is Brazil's industrial heartland, most densely populated region and has the largest economy among Brazil's regions, with a diversified production base that includes industrial manufacturing, agriculture and services. The state of São Paulo accounts for 33% of Brazil's total GDP. The headquarters of the major multinational

and second-largest city in Brazil), Belo Horizonte (the center for many of Brazil's mining businesses) and Campinas, a center for regional agribusiness and an important industrial center.

THE SOUTH

STATES: PARANÁ, RIO GRANDE DO SUL, SANTA CATARINA

The South of Brazil is an area shaped by European immigration, particularly from Germany, Italy and Eastern Europe. Traditions from the Old Continent – and its languages – are still preserved in the culture of Southern Brazil. The South has among the highest levels of infrastructure, human development and economic density rates in Brazil. Towards the very south, in the state of Rio Grande do Sul, the highland plateaus were replaced by rolling hills and the numerous lakes and

BRAZIL IN NUMBERS TERRITORY

► Brazil is the fifth-largest country in the world by total area and occupies almost half of the entire South American continent.

► Brazil is the world's fourth-largest democracy.

► The heart of South America: Brazil occupies almost half of the South American continent and shares land borders with Argentina, Bolivia, Colombia, Guyana, Paraguay, Peru, Suriname, Uruguay and Venezuela as well as the French Overseas Region of French Guiana.

► Most of the Amazon Rainforest is situated within Brazil's borders.

► Size: 8,514,876.6 km²

► Land border: 15,735 km

► Coastline: 7,367 km

► Arable land: 348m hectares

► Administrative divisions: Brazil is divided into 26 states and a Federal District, which have the ironclad directly elected governments and independent administrations.

► They are grouped into 5 regions:

- Midwest (agricultural heartlands of the country's cerrado biome)
- North (mainly the Amazon Basin)
- Northeast (encompasses a large part of the arid caatinga biome)
- South (includes the Brazilian pampas and part of the Atlantic Rainforest)
- Southeast (the Atlantic Rainforest and some of the semi-arid cerrado biome)

► Population distribution per Region: Southeast (42.1%), Northeast (27.8%), South (14.4%), North (5.3%) and Midwest (7.4%)





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